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December 29, 2007

FCC
Federal Communications Commission
445 12th Street, SW Room TW-B204
Washington, DC 20554

Dear FCC:

(The following is only in my opinion and is not intended for any negative factual claims, and is to remain STRICTLY CONFIDENTIAL to only my US Senator, my US House Representative, and the Head/Chairman of the FCC, and MUST NOT be published publicly):

I am all for fair and healthy competition, as well as businesses/corporations to make only a FAIR AND REASONABLE profit, NOT OBSCENE profits (i.e. Credit Card / Lending Industry). But, that's a separate story in itself - I won't get into that here.

Also, I am 100% against one huge conglomerate corporation monopolizing the market while their 2nd place and so forth competition may NEVER be able to catch up! At the same time, I am all for making things easier, more convenient, less expensive, etc. Thus, I urge you to support the Sirius-XM Merger.

I have no problems with Terrestrial Radio ALWAYS being able to succeed over Satellite Radio. Terrestrial Radio will ALWAYS have more people listening because it will always be FREE and some people will always be against having a 'Radio Bill' to pay each month/year.

Don't get me wrong...I am all for businesses to advertise on the radio in order to get the word out and influence people to go to their business and buy their product(s). However, some people would rather

tolerate up to 18 minutes worth of commercials an hour and listened to homogenized programming and predictable playlists than to even pay a modest subscription fee for Sirius-XM Internet Radio and listen to no commercials and a TRUE variety of music!

Top 40 Terrestrial Radio does way too good of a job influencing listeners that if a song doesn't cross over onto the Top 40 format, then any other radio format that plays that song will not be able to create as big or as much of a buzz as it would have on Top 40 radio. Which means those listeners have been influenced to become 'closed-minded' and listen to only a 'spoon-fed' playlist of songs and only have the opportunity to LIKE only what they HEAR / KNOW, instead of breaking free and going 'outside the box' like they should be doing.

This is where the Sirius-XM merger comes in. Customers will have the opportunity to pick only the channels they want to hear and pay for nothing more. (I wish that local/digital cable TV would be forced to go a la carte as well, without being able to raise their rates...but that's another story in itself, as well!)

Anyways, if we the customers are willing to pay for it, why not give us that opportunity instead of restricting it? Giving us the opportunity is good for business and the economy. Even if Satellite Radio somehow became more popular than Terrestrial Radio, that's not a BAD thing. That simply proves my point that more and more people are getting fed up with Terrestrial Radio, not only because of the amount of commercials played in an hour, but because of homogenized programming and predictable playlists.

It's nice to know that we the customers can request a song on Satellite Radio that's slightly 'outside the box' and not only does it get played in a reasonable time span, but our phone bits get aired nationally for other customers to hear and puts our towns on the map! In some cases, customers can even hear themselves introduce (front-sell) their request on the air!

Most Terrestrial Radio stations today have some sort of a 'Zero-Tolerance Policy' on deviating from the playlist, and Radio Personalities are almost REQUIRED to 'stage' phone bits to make it sound like most listeners REALLY want to hear that song. From a business

standpoint, since it's ratings-driven for businesses advertising on the radio, it's somewhat understandable. To normal everyday listeners, it's just downright pitiful. Whatever happened to the days of being able to call a live Radio DJ at say 3am (for example) to request a song and he/she is physically there to actually air the phone bit and request instantly? Listeners finding out about Voicetracking/Pre-recording/Jukeboxing is another reason why more and more listeners are getting fed up with Terrestrial Radio. Listeners want to be 'truly entertained' and be interacted with more than ever before. It's not only about the music anymore, which is a GOOD thing. Since Satellite Radio is NOT 'ratings-driven' and it is 'CUSTOMER-DRIVEN', then Satellite Radio is TRULY the 'PEOPLE'S RADIO'.

In closing, as long as I have the right to pay for and pick the channels a la carte from Sirius AND XM...then to me, as a hard-working, tax-paying citizen/customer (and not only known to corporations as merely a 'consumer'), it's a return investment on MY dollar.

Sincerely,

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